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WHAT IS “STRATEGIC PRESENTATION”?

Achieving career success requires the ability to successfully meet a wide range of communication challenges – conveying ideas to stakeholders in ways that stick, working the room at networking events, motivating project teams, fielding tough questions from clients and/or the media, facilitating meetings in ways that foster open conversation and collaborative action. In short, today’s leaders must convey their messages clearly, confidently, and persuasively.

Whether you’re looking for a job, seeking a promotion, preparing to pitch a new technology or policy proposal, or simply looking to have your voice heard, this six-week mini course will give your ideas the force and credibility they need in today’s marketplace. This course is aimed at both novice speakers who want to increase their confidence in front of a live audience, and more experienced speakers who want to know how to use their skills to gain a competitive edge in current industry markets.

This course assumes basic proficiency in English.

WHAT MATERIALS ARE NEEDED?

2. Subscription to Acclaim.com for feedback on recorded presentations. Access information will be provided via Canvas.
3. Access to handouts, readings, and on-line resources posted on Canvas (some materials may need to be printed).

WHAT ARE THE COURSE ASSIGNMENTS?

<table>
<thead>
<tr>
<th>Category</th>
<th>Length</th>
<th>Deliverables</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Group Work &amp; Participation</td>
<td>Varies</td>
<td>-Prep memos, case presentations (160) -On-line video feedback (20) -Consultation (20)</td>
<td>20%</td>
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<tr>
<td>2. Oral Presentations</td>
<td>2-5 min.</td>
<td>-“Own the Room” Presentation (150) -Change Communication (250)</td>
<td>40%</td>
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<tr>
<td>3. Final Project: Professional Persuasive Presentation*</td>
<td>8-10 min + Q&amp;A</td>
<td>-Proposal/Slide drafts (see note below) -Strategic Plan (150) -Visual Aids (100) -Delivery (150)</td>
<td>40%</td>
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*PLEASE NOTE: Failure to submit a proposal for the final presentation will result in a 50 point deduction from the final presentation grade. Failure to submit a slide deck draft will also result in a 50 point deduction from the final presentation grade (please see schedule below for due dates).
## Schedule of Meetings and Deadlines *(subject to change)*

<table>
<thead>
<tr>
<th>Week/Topic</th>
<th>Agenda</th>
<th>Readings/Resources</th>
<th>Work Due</th>
</tr>
</thead>
</table>
| 1 – May 24  
**Meeting the Presentation Challenge** | Assessing and meeting the presentation challenge  
Introductions  
Using Acclaim  
Case Challenge process  
Preparing and using notes | See Week 1 Module on Canvas for info on:  
-Delivery, Posture  
-Voice, Basics  
-Structure  
-Cheatsheet  
-Decide What to Say | -Video feedback for sample presentation due by EOD on 5/27 |
| 2 – May 31  
**Knowing Your Audience and Setting Message Objectives** | Own the Room Presentations  
Case Challenge #1 & Debrief  
Final Project Details/Timeline and topic proposals  
Change Communication overview | Chapters 1, 2 + Monroe Sequence handout in Week 2 Module on Canvas | -Upload speaking notes for “Own the Room” presentation to BB before class on 5/31  
-Case 1 Prep Memo due before class 5/31 |
| 3 – June 7  
**Using Persuasive Strategy to Achieve Message Objectives** | Change Communication Presentations  
Defend Your Proposal  
Strategic Plan guidelines | Chapters 3, 4 + Persuasion reading in Week 3 Module | -Video feedback for Own the Room presentations due EOD 6/4  
-Upload speaking notes for Change Communication presentation before class on 6/7  
-Be prepared to talk about your topic proposal |
| 4 – June 14  
**Engaging and Motivating Your Listeners** | Case Challenge #2 & debrief  
Think, Edit, Speak/Score  
Best practices for slide design  
Practice slide design/revision?  
*Consult Meetings 6/14 – 6/21* | Chapters 6, 7, 8 + readings in Week 4 module | -Video feedback due for Change Communication by EOD 6/11  
-Strategic Plan due before class on 6/14  
-Case Prep Memo 2 due before class on 6/14 |
| 5 – June 21  
**Using Visuals to Bring Your Story to Life** | Visual Aid Workshop  
Q&A Prep tips | Chapters 9, 10 and readings in Week 5 module | -Consult Report due 6/21  
-Slide deck draft due before class on 6/21 |
| 6 – June 28  
**Implementing Strategy to Deliver Final Presentations** | | | Final Slides, Speaking Notes and Q&A prep doc due to BB before class on 6/28 |
WHAT CAN I EXPECT TO DO DURING CLASS?

Share your ideas, create, strategize, read, write, speak, listen, take notes, revise, edit, give and receive feedback; in short, present your ideas strategically and professionally!

You are required to attend a minimum of 5 classes and 1 meeting with the TA to pass the course. Attendance is important given the concentrated schedule of the summer mini format and the regularity of in-class speaking exercises. Attendance during final presentation week is mandatory.

Please be sure to silence and remove from sight all electronic devices including cell phones upon your arrival class. Failure to do so will result in automatic deductions from your participation grade and/or dismissal from the class meeting. Because we will be recording presentations, this policy will be strictly enforced.

Please be prompt and ready to work at the start of each session

Engage in the following as a matter of habit at each class:

1. Signal the instructor and your colleagues that you are ready to work by having whatever items we are using for that day in front of you and ready-to-go (readings, drafts, handouts, etc.)
2. Take notes during lectures and explanations of assignments; if the instructor writes something on the board or displays information via PowerPoint, write it down. Studies show that writing things down on paper significantly improves ability to cognitively process and retain information.
3. Bring your best and most innovative ideas! Be willing to try new things! Invest in your development as a presenter, whether you have a lot of speaking experience, or not that much.

To avoid deductions from your participation grade, avoid the following:
1. Using laptop or electronic devices for anything other than classwork during class time
2. Doing work for other classes during class time (even when you have an exam coming up!)
3. Disengaging (verbally or nonverbally) from lectures, presentations, assignments, and/or activities

HOW WILL MY WORK BE ASSESSED?

Academic Integrity

All assignments are submitted through Turnitin and/or Safe Assign via Canvas. Plagiarism and/or cheating is a serious offense and will result in failure of the course. All academic integrity violations will be reported to the associate dean's office, where additional penalties may be imposed. Submission of written work completed for another class or delivery of a speech that was expressly prepared for another class or event is considered plagiarism, and will be treated as such. Please reference Carnegie Mellon University’s Policy on Academic Integrity http://www.cmu.edu/academic-integrity/

Submission and Assessment of Deliverables

Complete instructions for all projects and assignments will be posted to Canvas and will be explained in detail. All assignments are to be submitted to Canvas before the start of class on the due date, unless otherwise noted. Assignments will not be accepted via email. Please upload your document (in word doc format) using the following file name configuration: lastname_firstname_assignmenttitle.doc.

Grades are non-negotiable and are earned based on quality of work as evaluated against the course rubrics.
### Heinz College Grading  
*Source: Heinz College Student Handbook*

<table>
<thead>
<tr>
<th>Rating</th>
<th>Interpretation</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>Exceptional</td>
<td>4.33</td>
<td>98-100</td>
</tr>
<tr>
<td>A</td>
<td>Excellent</td>
<td>4.00</td>
<td>94-97.9</td>
</tr>
<tr>
<td>A-</td>
<td>Very Good</td>
<td>3.67</td>
<td>90-93.9</td>
</tr>
<tr>
<td>B+</td>
<td>Good</td>
<td>3.33</td>
<td>87-89.9</td>
</tr>
<tr>
<td>B</td>
<td>Acceptable</td>
<td>3.00</td>
<td>84-86.9</td>
</tr>
<tr>
<td>B-</td>
<td>Fair</td>
<td>2.67</td>
<td>80-83.9</td>
</tr>
<tr>
<td>C</td>
<td>Poor</td>
<td>2.33</td>
<td>74-79.9</td>
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### Late Submission Policy
Due to the concentrated mini schedule, **late work will not be accepted**, and make-up assignments and/or extensions will not be granted except in rare cases where a documented emergency or illness, communicated to the instructor by your program director, prohibits on-time completion of the work. **If you miss a speaking exercise, prepared presentation, case challenge, or workshop, you forfeit those points. There are no extra credit or alternative assignment options.**

### WHAT CAN I EXPECT TO TAKE AWAY?

At the conclusion of this course, you will be able to:

- Compare and contrast effective versus ineffective presentation design and delivery methods
- Anticipate the interests of primary stakeholders and define presentation objectives accordingly
- Conduct a stakeholder analysis and adapt messages to targeted and diverse audiences
- Prepare written documents that support effective organization and delivery of messages
- Utilize persuasive strategy (ethos, logos, pathos) to convince listeners to take action
- Establish presence and credibility in front of an audience through calculated verbal and nonverbal delivery techniques
- Utilize logical and deliberate transitional devices to support effective message delivery
- Deliver presentation content through the effective use of visual aids
- Prepare for and successfully manage question and answer sessions
- Offer constructive feedback to assist in the professional development of colleagues
- Self-evaluate professional development as a speaker